

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

JUN 13 1989

TO: Distribution

DATE: June 13, 1989

FROM: Marketing Information and Analysis/Deborah Potter

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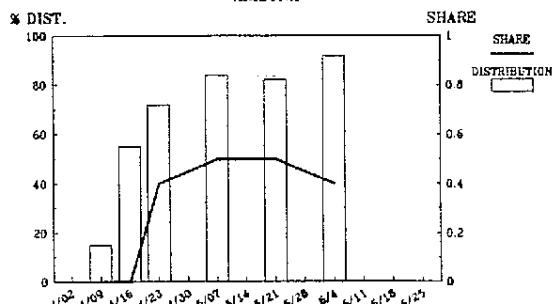
SUBJECT: Spring Lemon Lights -- Flash Report

This memo provides an update on Lorillard's Spring Lemon Lights in test since April.

Retail share is available for Arizona and retail distribution is reported for Arizona, Hartford and Milwaukee. ICC distributor and factory shipment data are also reported.

- According to retail sales audits in Arizona, the brand registered a 0.4 during two weeks ending 6/4 with distribution at 92%, an increase of +10% over the previous reporting period. B1G1F's were offered in 33% of the stores and accounted for 18% of total share. In Hartford, retail distribution was 90%, similar to the preceding period, with 26% of the stores offering B1G1F's. In Milwaukee, 85% of the stores have Spring Lemon Lights, an increase of 5%, with 17% reporting B1G1F's.
- Region 1 reports that while B1G1F's have encouraged trial, there is little repeat business due to a perceived unpleasant taste. In addition, consumers continue to return the product. Region 4 also reports "minimal" acceptance due to taste.
- In Hartford and Milwaukee, ICC data (w/e 5/28) positioned Spring Lemon Lights at/below 0.1 from a high of only 0.3 and 0.4 during w/e 4/23. Promotional product was not an aspect of reported share. In Arizona, monthly reporting placed the brand at 1.0 and 0.04 during April and May, with 55% of share due to B1G1F promotions.
- During the first full month of factory shipment activity Spring Lemon Lights registered a 1.0, 0.8 and 1.2 in Arizona, Connecticut and Milwaukee, reflecting introductory load.

SPRING LEMON LIGHTS
RETAIL AUDIT DATA
ARIZONA



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Distribution:

A. Aliksanyan	A. Goldfarb	B. Reuter
R. Anise	T. Goodale	S. Sabella
T. Beane	S. Jannetta	T. Saloun
S. Bloom	J. Lee	B. Schuyler
D. Bruno	C. Levy	J. Scully
G. Burgess	N. Lund	D. Simoneau
V. Buccellato	L. McCullagh	R. Simons
R. Camisa	E. McQuigg	G. Smith
G. Cofield	R. Medwar	J. Spector
D. Dangoor	E. Merlo	R. Stirlen
K. Eisen	R. Mikulay	L. Suwarna
M. Faulk	D. Miller	R. Tomei
H. Foster	D. Nelson	B. Weinstein
H. Glastein	B. O'Brien	L. Wexler
L. Glennie	J. Raporte	

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SPRING LEMON LIGHTS

13-Jun

WEEK ENDING SUNDAY	ARIZONA						CONNECTICUT						MILWAUKEE														
	RETAIL AUDITS			ICC			MSA			RETAIL AUDITS			ICC			MSA			RETAIL AUDITS			ICC			MSA		
	% SALES SHARE	% EFF PROMO*	STORES	SHARE	PROMO	SHARE	% SALES SHARE	% EFF DIST	STORES w/B1G1F	PROMO	SHARE	% SALES SHARE	% EFF DIST	STORES w/B1G1F	PROMO	SHARE	% SALES SHARE	% EFF DIST	STORES w/B1G1F	PROMO	SHARE	% SALES SHARE	% EFF DIST	STORES w/B1G1F	PROMO	SHARE	
4/02							0.17					0.1		0	0.18							0.3		0	0.18		
4/09	0.0		15(-)		2							0.1		0									1.0		0		
4/16	0.0		55(-)		13							0.1		0									0.1		0		
4/23	0.4	48	72(-)	18	1.0	54						75	38	0.3								48	11	0.4	0		
4/30							0.96					0.2		0	0.80							0.2		0	1.22		
5/7	0.5	45	84(-)	43								78	38	0.1	0							72	13	0.1	0		
5/14												0.1		0								0.1		0			
5/21	0.6	19	82(1)	26	0.04	77						90	21	0.1	0							80	16	0.1	0		
5/28												LT	0.1	0									0.1		0		
6/4	0.4	18	92(-)	33								90	26									86	17				
6/11																											
6/18																											
6/25																											

(P) PRELIMINARY

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